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# News Letter

No. 98

January 13, 1933

## Office Management Conference

February 6

FRANK L. ROWLAND, Vice President in Charge of the Office Management Division; Secretary, The Lincoln National Life Insurance Company, announces that the Annual Conference of the Office Management Division of the American Management Association will be held at the Palmer House, Chicago, Ill., on Monday, February 6, 1933. The program of the conference is on the press and will be distributed in about a week.

## Personnel Conference

February 7 and 8

H. B. BERGEN, Vice President in Charge of the Personnel Division of the American Management Association; Director of Industrial Relations, The Procter & Gamble Company, announces that the Annual Personnel Conference of the American Management Association will be held at the Palmer House, Chicago, Ill., on Tuesday and Wednesday, February 7 and 8, 1933. The program is on the press and will be distributed within the next week.

Cooperating with the Association in this meeting will be The Industrial Relations Association of Chicago of which F. I. BADGLEY, Head, Industrial Relations Depart-

ment, Swift & Company is president. Members of the Industrial Relations Association of Chicago are cordially invited to attend the conference on the same basis as individual members and representatives of company members of the American Management Association.

## Technocracy Literature

In the few months since the Technocrats gave their first startling results to the world in the form of newspaper interviews by HOWARD SCOTT, director of the group, the nation's imagination has been stirred by a deluge of articles seeking to explain the movement, and a lively debate for and against the group's findings and conclusions, by economists, engineers and leaders of industry.

Some of the explanatory articles on the aims and methods of this research organization conducting the Energy Survey of North America which have appeared are:

Toward Technocracy. By HOWARD SCOTT. *The Living Age*, December, 1932.

Technology Smashes the Price System. By HOWARD SCOTT. *Harpers Magazine*, January, 1933.

What is Technocracy? By WAYNE W. PARRISH. *New Outlook*, November, 1932,

Technocracy's Question. By WAYNE W. PARRISH. *New Outlook*, December, 1932.

Technocracy's Challenge. By WAYNE W. PARRISH. *New Outlook*, January, 1933.

Technocracy, Mr. Scott explains in the *Living Age*, is "a research organization, founded in 1920, composed of scientists, technologists, physicists and bio-chemists . . . organized to collect and collate data on the physical functioning of the social mechanism on the North American continent . . ."

The basic idea of the Technocrats is that the machine age is forcing overproduction and under-employment at such a rapid, accelerating rate that our industrial civilization with its tremendous burden of money debt is bound to collapse unless we change the whole scheme of things. This means, in the words of HOWARD SCOTT, complete abolition of the price system, which would include the end of all banks, all philanthropy, all bonds and other instrumentalities of debt.

The *Harpers* article sets forth some of the facts assembled and attempts to show a few of the far-reaching social implications of those facts. A series of four explanatory articles by ALLEN RAYMOND, published in the December 15-18, 1932 issues of *The New York Herald Tribune* gives further facts.

A series of articles by SIDNEY B. WHIPPLE, in *The New York Sun*, January 3-6, 1933 gives a rather unfavorable account of what Technocracy has claimed to prove.



A two weeks' series, by FORREST DAVIS, began in *The New York World-Telegram* of January 9, 1933.

Criticism has by no means been spared Technocracy. Caustic references to it at the recent meeting of the American Association for the Advancement of Science were noted in the daily press. In "Plain Talk About Technocracy," *Iron Age*, December 1, 1932, JOHN H. VAN DEVENTER challenges many of the pronouncements of the Technocrats, and claims exaggeration in their figures as well as conclusions.

In *The New York Times Magazine* of January 8, 1933 there appeared "A Challenge to Technocracy" by SIMEON STRUNSKY. This is an examination of some of the evidence which the Technocrats cite as proof that a new economic system is needed and the conclusion that their statistics have been highly inflated.

Other items which have appeared on this much discussed subject are:

Technocracy—Good Medicine or a Bedtime Story? By GEORGE SOULE. *The New Republic*, December 28, 1932.

Technocracy. *The Business Week*, December 14, 1932.

"Technocracy" No Threat for Near Future. *Babson's Reports*, December 5, 1932.

Technocrat (a biographical sketch of Technocracy's founder). *Time*, December 26, 1932.

A Bit "Technocratic," *Barron's*, December 5, 1932.

Dr. Kimball of Cornell University Says Technocracy Is Not Panacea for Economic Ills. *The Commercial & Financial Chronicle*, January 7, 1933.

Discussion of Technocracy Before American Association for Advancement of Science—Professor Rautenstrauch Says "Energy Hours" Will Replace "Man Hours" in Industry. *The Commercial & Financial Chronicle*, January 7, 1933.

Technocrats Poor Guides, According to Professor Deibler of Northwestern University. *The Commercial & Financial Chronicle*, January 7, 1933.

Technocracy—Boon, Blight, or Bunk? *The Literary Digest*, December 31, 1932.

Two early books from which it has been claimed the Technocrats borrowed heavily in explaining their theories are:

The Engineers and the Price System. By THORSTEIN VEBLEN. Published by the Viking Press, New York, N. Y., in 1921.

Wealth, Virtual Wealth and Debt, the Solution of the Economic Paradox. By FREDERICK SODDY. Published by E. P. Dutton & Co., New York, N. Y., in 1926.

Books which have appeared since the Republic became Technocracy-conscious are:

The A B C of Technocracy. By FRANK ARKRIGHT. Harper & Brothers, New York, N. Y.

Life in a Technocracy—What It Might Be Like. By HAROLD LOEB. Viking Press, New York, N. Y.

An Outline of Technocracy. By WAYNE PARRISH. Farrar & Rinehart, New York, N. Y.

Technocracy: An Interpretation. John Day Company, New York, N. Y.

Roosevelt and Technocracy. By J. P. ROOSEVELT. Publishing Company, Los Angeles, Cal.

Towards Technocracy. By GRAHAM WELLS. Los Angeles, Cal.

McGraw-Hill Book Company. "What is Technocracy?", by SIMON & SCHUSTER, "The Truth About Technocracy," by WALTER B. PITKIN.

## Wolf Award Story

The March, 1933 issue of *Packaging* carries a sixteen-page feature story on the Award offered by IRWIN D. WOLF, S. H. Wolf & Company, Department Stores, Inc.; Vice President of the Packaging Exposition and Conference, effective package placed on the list of winners on January 1, 1932 and February 15, 1933. The Award was presented at the Packaging Conference of the American Association which will be held in New York City on October 10, 1933.

This article will describe the history of the Award in full detail, and the representative packages entered for consideration. Items of interest to those concerned with developments in the packaging field.

## Inter-Governmental

Recent developments in the problem of inter-governmental debt and their economic significance to the fore in the minds of the public. The Committee for the Consideration of International Debts, of which ALFRED E. HANCOCK, General Motors Corporation, is the Chairman, has published a series of articles on this important problem. The articles include:

Report of Committee of Economic Experts on International Debts, August 24, 1932.

Commodities and Inter-Governmental Debts. By REVERE, November 23, 1932.

Shall We Deflate Some More? By ALFRED E. HANCOCK, printed from *The New York Herald Tribune*, December 1932.

Cotton Authorities Urge Debt Reduction. Leading Industrialists Urge Extension of Debt, December 12, 1932.

Not Only Cotton and Wheat in Debt. By *Texas Weekly*, November 26, 1932.

Towards a Business Solution, C.

Copies of these reprints may be obtained from the Committee for the Consideration of International Debts, 330 West 42nd Street,

etation. By STUART CHASE. The  
York, N. Y.

cy. By HENRY A. PORTER. Wetzel  
Angeles, Cal.

GRAHAM A. LAING. Angelus Press,

Company will shortly publish  
", by ALLEN RAYMOND, and  
Truth About Technocracy," by

## Story in Printers' Ink

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OLF, Secretary, Kaufmann De-  
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be held in New York, March 7

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## Governmental Debts

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Consideration of Inter-Govern-  
ALFRED P. SLOAN, Jr., President,  
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rtant problem available. These

Economists on Inter-Governmental

-Governmental Debts. By C. T.  
1932.

More? By WALTER LIPPMAN. Re-  
ork Herald Tribune, November 23,

Debt Revision as Aid to Recovery.  
Extension of Moratorium, December

Wheat Involved. Reprinted from *The*  
26, 1932.

ution, October 3, 1932.

ts may be secured from the Com-  
deration of Inter-Governmental  
Street, New York, N. Y.

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## Extra Copies of Publications Available to Members Only

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and Company.
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Hosiery Company.
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By C. E. DAVIES, Assistant Secretary, American Society of Mechanical Engineers.
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By HAROLD B. BERGEN, D. A. STRAIGHT, ALLEN EVERETT, I. M. BREWER, H. J. MCCUSKER, C. M. SHEPHERD, W. ALTON JONES.
- ☐ Measuring Office Output—O. M. 35..... 1.00  
(Report giving experience of firms.)  
By JOHN MITCHELL, General Electric Company.
- ☐ Should the Office and Factory Be Separated?—O. M. 37 ..... .75  
By R. S. MASON, Office Supervisor, The Fuller Brush Company.

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